

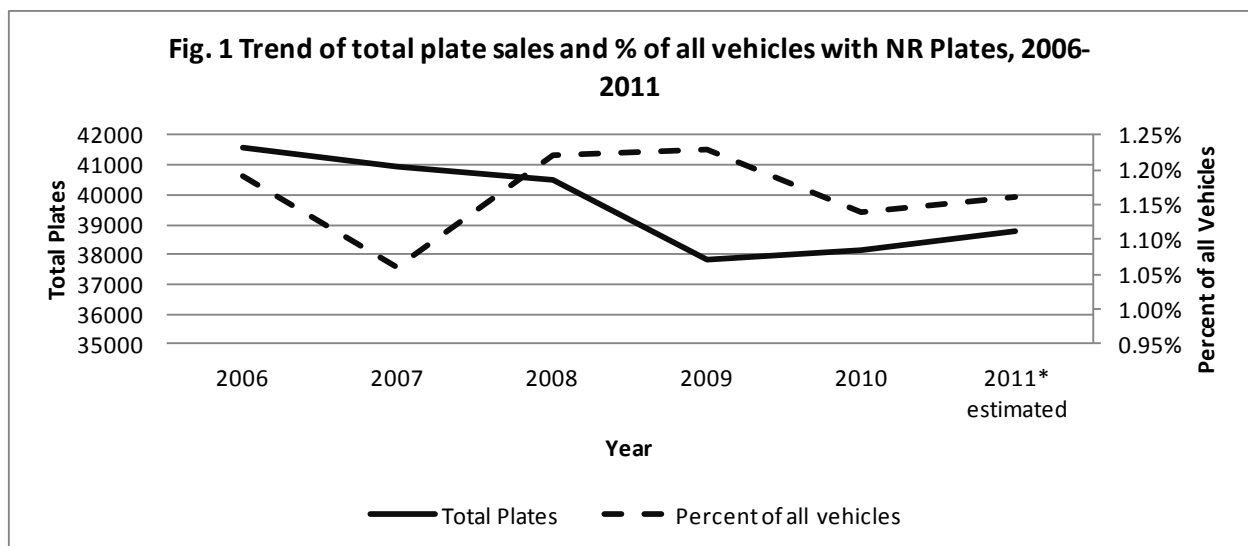
## 2011 Natural Resources License Plate Summary for REAP Congress

Roughly 38,800 vehicles, or 1.16% of all eligible vehicles, have a natural resource license plate. Overall, the plates appear to be doing acceptably well; they are still by far the most popular specialty plate available. The introduction of the new designs in 2010 has given plate sales a boost when compared with 2009, however plate sales are actually still lower than they were in 2008 (Figure 1). The new plate designs have only prevented the continued downward trend. The lack of a bigger boost in sales is probably mostly explained by the weak sales of the trout plate. While this increase is not large it is a positive change from the last several years' downward trend. The department will be implementing marketing techniques to increase the sale of natural resources license plates in 2012.

A majority of the plates (72%) are the original goldfinch design. The second highest selling (13%) is the pheasant and third (11%) the eagle plates, which were introduced in 2005. In April of 2010, two new plates designs of a deer and trout were introduced. The new deer design sold quickly and continues to hold a high rate of sales, although only making up about 3% of all natural resource plate sales. However, the new trout design has not had the wide appeal selling fewer than 500 plates in the first year or 0.8% of natural resources plates.

Annual revenue from these plates is \$1,022,645 of which \$467,385 go directly into the REAP formula and \$555,260 into the nongame Wildlife Diversity Program (WDP). REAP gets \$35 of each new plate sold, the WDP gets \$10. REAP also gets \$10 from each annual renewal, and WDP gets \$15 from the renewal.

The top five counties with the most natural resource plates are those with the largest populations. They are in order: Polk, Linn, Johnson, Story and Pottawattamie (Table 1). If population is taken into account, the five counties with the highest per capita percentage of plates are in order: Story, Dickinson, Mills, Audubon and Winneshiek.



**Table 1: % of Total State NR Plates per County**

County	% of Total Statewide NR Plates
Polk	10.94%
Linn	6.66%
Johnson	4.55%
Story	4.26%
Pottawattamie	3.96%
Black Hawk	3.84%
Scott	3.05%
Woodbury	2.40%
Dallas	2.39%
Dubuque	2.35%
Cerro Gordo	2.13%
Warren	1.72%
Marshall	1.42%
Sioux	1.38%
Jasper	1.30%
Dickinson	1.28%
Bremer	1.18%
Des Moines	1.16%
Boone	1.13%
Winneshiek	1.12%
Webster	1.09%
Plymouth	1.06%
Marion	0.97%
Mills	0.93%
Fayette	0.90%
Muscatine	0.89%
Clinton	0.89%
Hardin	0.86%
Lee	0.86%
Poweshiek	0.83%
Kossuth	0.83%
Harrison	0.82%
Carroll	0.82%

County	% of Total Statewide NR Plates
Wapello	0.77%
Buena Vista	0.74%
Washington	0.74%
Buchanan	0.72%
Hamilton	0.72%
Mahaska	0.71%
Wright	0.69%
Jones	0.68%
Benton	0.68%
Mitchell	0.67%
Clay	0.66%
Obrien	0.65%
Iowa	0.64%
Delaware	0.63%
Clayton	0.63%
Floyd	0.62%
Tama	0.60%
Cedar	0.55%
Cass	0.55%
Crawford	0.55%
Butler	0.54%
Madison	0.54%
Jackson	0.54%
Guthrie	0.54%
Grundy	0.54%
Page	0.53%
Henry	0.52%
Franklin	0.50%
Lyon	0.50%
Chickasaw	0.50%
Union	0.48%
Shelby	0.48%
Jefferson	0.48%

County	% of Total Statewide NR Plates
Winnebago	0.47%
Montgomery	0.47%
Emmet	0.46%
Monona	0.46%
Worth	0.45%
Greene	0.44%
Cherokee	0.42%
Sac	0.41%
Howard	0.41%
Hancock	0.40%
Palo Alto	0.39%
Allamakee	0.38%
Audubon	0.38%
Humboldt	0.36%
Appanoose	0.31%
Osceola	0.31%
Adair	0.31%
Fremont	0.30%
Calhoun	0.28%
Pocahontas	0.28%
Keokuk	0.28%
Van Buren	0.23%
Louisa	0.23%
Lucas	0.22%
Clarke	0.21%
Ida	0.20%
Monroe	0.20%
Taylor	0.19%
Decatur	0.18%
Adams	0.15%
Ringgold	0.14%
Davis	0.12%
Wayne	0.11%